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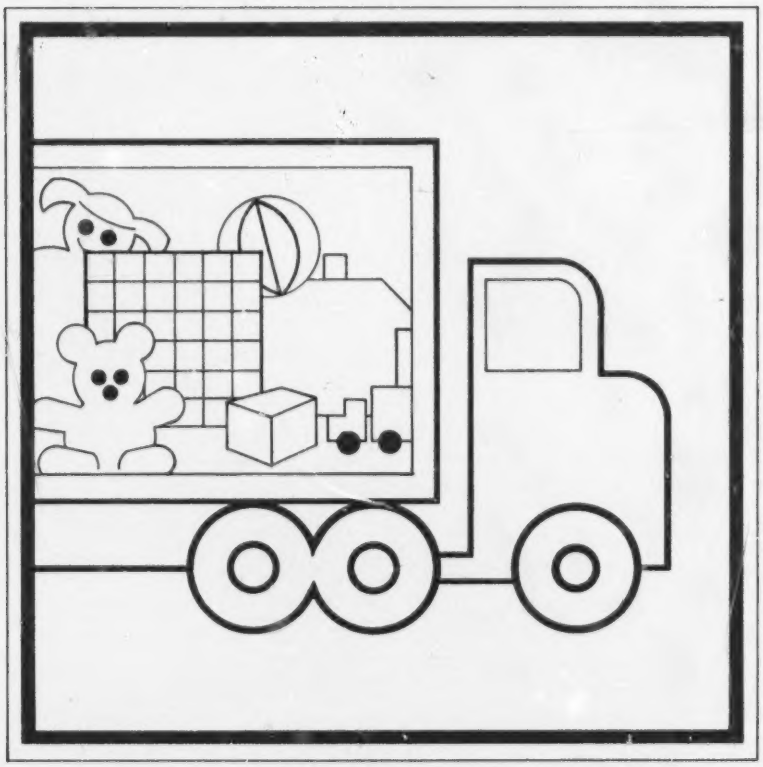
TOY MANUFACTURERS OF AMERICA, INC.



NATIONAL STATISTICS PROGRAM

SHIPMENTS—1982

SHIPMENTS—1982

(First Billing Value: The first price paid for an item in the U.S.)

ESTIMATED SHIPMENTS IN MILLIONS OF DOLLARS.

SIC NUMBERS		1978	1979	1980	1981	1982
3942001	Dolls over 13 inches, Mech./Elec.	$64	$44	$41	$13	$19
3942002	Dolls over 13 inches, Other (Excludes soft bodies)	12	11	25	32	40
3942003	Dolls 13 inches and under, Fashion	40	52	58	66	107
3942004	Dolls 13 inches and under, Action Figure	32	35	14	33	52
3942005	Dolls 13 inches and under, Other (Excludes soft bodies)	19	26	40	61	126
3942008	Stuffed dolls (includes soft bodies with hard extremities)	55	37	35	53	78
3942017 3942019	Fashion doll and action figure clothes, accessories and playsets	78	76	85	98	149
3942020	Other doll clothes and accessories	8	7	10	39	29
3942053 3942054	Stuffed toy animals and other stuffed toys	234*	231	245	282	255
3942055	Other animals and figures not stuffed (includes puppets)	9	13	23	25	27
3944181	Board games, children under 12 years of age	43	41	44	52	99
3944183	Other board games	176	192	213	197	157
3944185	Sport oriented action and skill games	84	95	89	81	81
3944187	Non-sports oriented action and skill games	139	111	112	156	87
3944189	Puzzles	42	48	67	76	65
3944193	Other games	50	52	76	72	80
3944333	Pedal driven four wheel vehicles	16	15	16	14	16
3944344 3944345	Tricycles (plastic and metal)	57	66	72	100	129
3944346	Children's riding vehicles not pedal driven	23	33	34	41	27
3944398	Other children's riding vehicles including scooters, wagons, sleds, cycles, etc.	58	64	54	75	82
3944411	Doll carriages, strollers and carts	12	12	15	18*	17
3944413	Doll houses and furniture	21*	32	43	47	35
3944415 3944417	Mechanical or battery-operated toys (including toy trains and equip., elect. and mech., excl. HO, O, N, etc.)	129	109	93	125	153
3944419	Road racing sets, accessories and parts	140	164	164	153	96
3944421	No ride, no power transportation, plastic over 6 inches	21	23	33	49	44
3944423	No ride, no power transportation, other over 6 inches	63	80	99	93	61
3944425	No ride, no power transportation, plastic 6 inches and under	1	3	6	11	11
3944427	No ride, no power transportation, other 6 inches and under	52	67	104	142	123
3944428	No ride, no power transportation, in sets***	18	17	14	36	40

FOR RETAIL ESTIMATE MULTIPLY BY 1.36

SIC NUMBERS		1978	1979	1980	1981	1982
3944429	Musical toys and toy musical instruments	34	70	65	72	66
3944431	Infant toys not elsewhere classified (children to 18 months)	83	86	106	115	90
3944433	Preschool toys not elsewhere classified (excludes infants)	305	304	303	332	301
3944435	Preschool playsets	60	84	83	72	75
3944437	Toy guns, sets and rifles	27	36	48	64	53
3944441	Juvenile scale sporting goods, inflatables, beach toys, gardening sets, water toys, rubber balls, etc.	73	80	85	77	64
3944443	Housekeeping and cooking toys including tea sets and play tools	53	61	70	79	66
3944445	Construction sets and building toys	74	77	82	91	87
3944511	Electrically operated scale railroads and accessories (HO, N, etc.)	47*	42	48	47	29
3944519	Plastic model kits	89	98	107	108	76
3944523	Crafts	89	82	85	95	70
3944525	Science sets, microscopes, telescopes, etc.	9	12	11	12	9
3949262	Home playground equipment	51	61	67	81	82
3949551	Sidewalk roller skates	7**	15**	33	20*	14*
3949595	Wading pools under 15 feet in diameter	7**	6**	7**	10**	12**
	Electronic games (not video)	112	375	476	276	371
ADDITIONAL CATEGORIES REPORTED BY THE INDUSTRY						
	Other electronic toys (not radio control)	22	41	41	23	23
	Radio controlled transportation	14	21	19	12	12*
	Space figures, accessories and playsets	88	99	81	130	120
	Space model kits and no power, no ride transportation	26	29	21	18	19
	Space battery and mechanically powered toys	53	54	60	34	16
	Space other (including mostly weapons, games and puzzles)	20	10	5	4	3
	Rack items not listed	—	—	—	15*	21
	Other toys	119	130	101	120	66
	TOTAL	3,158	3,629	3,928	4,147	4,050
3069867	Balloons	29*	30	36	39*	46*
3069881	Rubber toys listed elsewhere	8	9	8	9	10
	TOTAL	3,195	3,668	3,972	4,195	4,106
	Christmas ornaments and trees	337*	377*	449*	411*	394*
	Imports not included in the above shipments (at U.S. first billing value)	240	210	128	226	131
	TOTAL ALL SHIPMENTS	3,772	4,255	4,549	4,832	4,631

See back page for major category totals and notes.

MAJOR CATEGORY TOTALS *(Estimated Shipments in Millions of Dollars)*

	1978	1979	1980	1981	1982
Dolls and accessories	308	228	308	395	600
Games and Puzzles	534	539	601	634	569
Riding vehicles	154	178	176	230	254
Unpowered toy cars, trucks, boats and planes	155	190	256	331	279
Preschool	365	388	386	404	376
Space	187	192	167	186	158

For Retail Estimates of Major Category Totals Multiply by 1.36

NOTES

The total of all reported products in 1981 represented 63% of industry sales. The figure for 1982 is 65.3%.

Size of sample $3,023,790,000
Number of companies 60

Figures include imports

* Based on insufficient data

** Shows trend only. Figure is shifted to protect confidential information.

*** SIC Code 3944428 (No ride, no power transportation in sets) was reported more fully for 1982 than in the past. The true volume is almost twice that which data has indicated in the past. The 1981 figure has been corrected. There is no data to adjust the statistics of previous years.

The category, "Coloring and picture word books", has been dropped because of lack of data. This is SIC Code 3944439.

The changes noted above for SIC Codes 3944428 and 3944439 have caused the totals for 1981 to be altered.

Source: A. William Adler,
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